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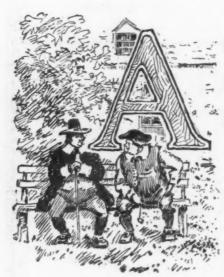
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## The Nublishers' Weekly

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September 11, 1915

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"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."-BACON.

#### NEW BOOKSELLERS-A NEW SUG-GESTION.

About two years ago the Publishers' WEEKLY took occasion to discuss editorially the new book store's chances of success. Statistically we know that two out of three new retail ventures fail and that sixty-five per cent. of the failures are due, in about equal proportions, to inexperience or incompetence on the one hand, and to lack of capital on the other.

One cannot help asking then, in reading over Mr. Earl Barnes' suggestive Atlantic article, which we reprint elsewhere in this issue of the Publishers' Weekly, just how far he has gone in prevision against this sixty-five per cent. He paints temptingly, almost convincingly, the possibilities in bookselling open to the college-trained woman. We believe with him that the possibilities are there. But what must the college woman face?

In this same editorial of two years ago the PUBLISHERS' WEEKLY said: "The book business is a complex one. It requires for success vast resources of specific information. Its apprenticeship is a most exacting one. demands a view-point different from that of almost any other retail business, and a mental equipment more varied than that in any other sort of merchandising. Knowledge sufficient for success cannot be gained in a week or in a year; book-trade experience is a plant of slow growth. It is well not to be too hasty, therefore, in seeking independence, be convinced, in short, that you know the book business before you venture to 'go it alone.'"

As Mr. Barnes points out, bookselling seems, for the college woman, wellnigh the ideal pursuit. Its antecedents are high; its associations congenial; its financial rewards not inadequate. Now that he calls attention

to the lack, it does seem surprising that a profession so obviously suited to their capabilities and tastes should not have attracted more women with college and university training. The basis of education, culture and even book knowledge, strictly speaking, is, or should be, already there.

But, as has already been suggested, independent success in retail bookselling requires more than a general education or general business ability. It has a technique which must be learned; like every other line of work, an apprenticeship which must be served. The college woman, however clever, who launches a bookstore without some sort of preliminary trade training is inviting failure. Of course, she might pull through, but her mistakes would have paid for the training foregone.

So much for experience: what for capital? This was what the Publishers' Weekly two years ago considered the "irreducible minimum"-enough to: (1) pay at least one month's rent in advance, and all store expenses for the same period; (2) pay for all fixtures and equipment; (3) pay at least half cash on the initial stock.

There is such a thing as making entrance into trade independence too easy, for the good either of the individual or the trade at large. Mr. Barnes suggests that little or no capital would be required by his college women to launch the little bookstores proposed; and that little, if we understand him aright, he proposes shall be furnished by obliging relatives or by the patient publishers. And the Pub-LISHERS' WEEKLY uses the word "patient" advisedly because in nine cases out of ten, with every plan or suggestion for book trade betterment requiring capital, it is gently suggested that the publishers supply that capital. Alas, the elasticity of even a publisher's resources sometimes reaches a limit!

In other words, to put it simply, the Pub-LISHERS' WEEKLY does not believe that "outlets" gained by the publishers entirely, or almost entirely, at their own expense, would prove permanent. The retailer must have something at stake, something more, that is, than his or her own time or energy, to bring a store to permanent success.

We venture to give this double word of caution in advance because we really consider Mr. Barnes' main thesis, however inconclusive in details and idealistic in conception, admirably suggestive and deserving of some little serious thought. Of course, there are incompetent women-as well as incompetent men—but there is no reason per se why an enterprising college woman should not make an extraordinarily good bookseller. In fact, we can imagine book shops run by women of artistic tastes which might be more tempting than many a man-run shop.

Indeed, we think so well of Mr. Barnes' idea that we are going to suggest two possible amplifications. There can be no disagreement as to the desirability of interesting college men and women in the possibilities of bookselling as a profession. Every college graduate is familiar with the almost frantic eagerness of earnest students during the spring of senior year to get a line on their future work. A senior with "no dope on a job"-to use the college vernacular-welcomes suggestions, and especially is this true of the women, since their field of choice is somewhat more limited. If the book trade could arrange to send a man around to the more representative colleges, one who embodied in his personality the best traditions of the trade, to talk to the students of book trade requirements and possibilities, not a few would be influenced to make further investigation, and we believe that each year would see a sprinkling of college-trained recruits to retail book trade ranks. The publishing side of the trade has no trouble in securing college men and women-more than it can use-but there has been a dearth of them on the retail side.

Not that these men and women should be urged to go home and open bookstores. As has already been said, trade experience is almost a sine qua non. And experience can at present be gained only in a bookstore. Let them work without pay, if necessary, to get it, though it is the hope of those behind the Booksellers' School that it will grow into such a recognized school of bookselling as those for prospective librarians at Albany, Pratt Institute, the University of Illinois, etc.

And this suggestion leads to a second. Does the bookseller, in need of temporary or extra help, turn as often as he might to the university labor field? Thousands of men, and those often the "livest" commercially, have to work their way through college every year. Where can the bookseller turn for vacation substitutes, or holiday, or even daily afternoon extra clerks, and find better raw material for part time work than the college? And the advantage is two-fold: he secures possible temporary assistance: he may also be securing for the trade ultimately a stalwart and effective

member. We believe that the book trade has overlooked the college man and the college woman. Mr. Barnes' paper may "start something."

# BOOKSELLING—A NEW PROFESSION FOR WOMEN.

EARL BARNES, in the Atlantic Monthly.

The book trade in the United States is in a bad way. A few textbooks, like Fry's Geographies or Myers' Histories, have made their publishers rich, for these are sold by the million copies. Such sales do not, however, in any way represent the general book trade; they furnish a standard commodity required for all school children, and the textbook publishers have a highly developed system of distribution, independent of the bookstores that handle general literature. But even among the one hundred and sixty-two educational publishers listed in the Publishers' Weekly for 1913, there are only a few that are winning such prizes, and most of them are making only a very moderate financial success.

In the regular lines of publishing, conditions are probably fairly represented in Mr. George P. Brett's article in the Atlantic Monthly for April, 1913. As president of the Macmillan Company, he is in a position to know; and he tells us that while the number of books printed in America increased from 8000 in 1901 to 13,000 in 1910, the book trade was not appreciably greater in volume in 1910 than it was a decade earlier. In these ten years we had added 15,000,000 people to our population; but while the number of new books had increased, the editions had dwindled.

Our present ambassador to England, Mr. Walter H. Page, has had a long and successful experience as editor and publisher, and he says that American men spend more for neckties and our women spend more for buttons than either of them spends for books. Mr. Joseph B. Gilder, who gathered the opinions of representative publishers on Mr. Page's dictum and gave the results in the New York Evening Post for June 20, 1914, found that most of them agreed that the per capita consumption of books in the United States is ridiculously small. Mr. W. W. Ellsworth, president of the Century Company, is on record as lamenting our slack sales and poor means of book distribution.

That this difficulty is due to the fewness of buyers rather than to the multiplicity of publishers is shown by the recent estimate made by the Publishers' Co-operative Bureau, that, in the United States, but one person in 7300 buys a book in the course of a year, while in Great Britain it is one in 3800; in France, it is about the same; in Germany and Japan, it is rather better; and in Switzerland, it is one in 872. Cheaper books, in paper covers, account for some of this difference; but, whatever the cause, it remains true that the Europeans buy twice as many books per capita as we do.

In the hope of saving themselves financially,

the publishers have many expedients. They have turned aside from the general literature to periodicals and textbooks; but periodicals have been difficult to float of late, and few of them represent easy money. Other reputable publishers have been driven to send out canvassers, selling special editions from house to house, and even offering premiums to buyers. But in spite of their efforts to increase their incomes, it is matter of public gossip that some of our largest book producers are passing dividends, while others are in actual financial difficulties.

On the other hand, anyone who is acquainted with the country at large, and who occasionally buys books, knows how difficult it is to find even standard works on sale anywhere outside the largest cities. In two cities of the Middle West, each with a population of more than two hundred thousand, I recently tried in vain to find a copy of either the Statesman's Year Book or the American Year They could be ordered from New York or Chicago, but they were not in stock.

In fact, bookstores are steadily disappearing in all of our cities and towns. The old-time bookstore, managed by a man who knew books and loved them, is now little more than a tra-dition. On the book counters of the department stores, which have nominally taken the place of the old-time bookstores, one finds big piles of the "best sellers," and, with a dozen marked exceptions, little else.

Cultivated men and women have always counted good books among their most valued possessions, and one cannot believe that this taste can be sacrificed without definite loss to our civilization. The spoken word can never supplant the written word; and, in fact, the present tendency is all toward substituting print for speech. Nor can reading in public places take the place of reading one's own books in the quiet of one's home. Books that are owned wait patiently on the reader's leisure; and to have just the book one wants, when one wants it, is and must remain one of the supreme luxuries of a cultivated life.

Books, too, when personally owned gather around themselves a wealth of personal associations. The very binding, paper, and titlepage recall the conditions under which the book came into our possession. As we open its pages we remember the last time we read it, the place and circumstances, and the people with whom we discussed it. Books have personality; and they must always remain the

warm friends of their possessors.

In cultivated homes, even young children love and cherish their books more than they do their toys. Human nature is open to the appeal of books; but the taste for literature, like the taste for music or conversation, must be cultivated. Music may largely disappear in a community where it is neglected, though the natural instincts of man still demand it. Fiddles may become as rare as hoopskirts, though music is not a fashion, but a primitive fact of man's nature. It is the same with literature and with the books which are its instruments. The taste for literature is persistent, deepseated in the nature of cultivated people; but,

being less exigent than the hungers for food and social intercourse, it may be greatly augmented or diminished through attention or

neglect.

What, then, is the reason for our present neglect of good books? Many people claim it is the expense, but experiments in bringing out cheap editions in America do not encourage this view. The Macmillan Company recently republished forty volumes of successful works in fifty-cent editions; but even with abundant advertising it was found that they did not sell as well as in the more expensive form. Publishers sometimes think that authors demand too large royalties, and it is charged that they are sometimes unwilling to co-operate in bringing out cheaper editions by accepting a smaller share of the income from sales. But, at the same time, Mr. Brett says that a large publishing house accepts only about two per cent of the manuscripts that come to it and that many good books remain unprinted. Surely such competition should temper the avarice of authors. Englishmen are not richer than Americans, and English books are not very much cheaper than American books, but in England, as we have seen, twice as many books are sold per capita as with us.

When we are uncertain as to the cause of any social conditions that we regret, it is our national habit to blame the public schools. Personally, I feel that they have much to answer for in this case. The schools teach children how to read, and they do it admirably well; but they have never been successful in cultivating the habit of good reading so that it becomes a part of the daily life. A great institution like our state school system should turn out generations of art-appreciating, musicloving, book-reading, and book-buying grad-In a recent examination of four thouuates. sand children, I found that while thirty-nine per cent chose reading as their favorite subject before the age of nine, while they were learning to read, after that the percentage fell off year by year, until at the age of fourteenwhen they leave the elementary school-only six per cent chose reading as their favorite subject, while five per cent declared it the most disagreeable subject they had in school.

Possibly the multiplication of public libraries makes it unnecessary for most of our people to buy books; but our most thoughtful publishers and librarians feel that public libraries should strengthen private book buying by strengthening the taste for reading and the consequent love of books. Some critics think that we are not a book-buying people because we read too many periodicals, ride about in automobiles, go to moving-picture shows, and have our music produced mechanically without any effort on our part; and that our power of

application is thus weakened.

We are increasingly numerous, increasingly well educated, at least so far as schools can educate, and increasingly rich. Why, then, do we not buy books? May it not be mainly because of our imperfect means for bringing the books and the prospective purchasers into relations with each other which will encourage buying? Whether it be cause or effect, no one can doubt that the distributing facilities of the book trade are strangely lacking. It is true that we have book catalogues and reviews; but most of us would dislike buying our clothes from a printed advertisement, and with books even more than with clothes, immediate con-

tact incites desire for possession.

A new book should find as ready an outlet from the publisher to the reader as there now is for a new kind of collar, a breakfast food, or a pill. Through the wholesale dealers in men's furnishings, groceries, or drugs we can cover the country in a few days. Through the system of small stores in all parts of the city, and at every important cross-roads in the country, the new product is brought to the attention of millions of people almost automatically. If advertising has prepared the way, the public looks at the new product, and, if it is attractive, buys it. These conditions are what we need in the book trade.

Meanwhile, the Curtis Publishing Company and Mr. Hearst seem to have solved this problem for their periodicals. One finds them in every village and even at the railroad junctions. The resident and the traveling man buy them because the goods and the purchasers are both there; and neither of these publishers is on record as lamenting slack sales. The Curtis Publishing Company discovered schoolboys and studied their psychology. The writer of this article believes that if book publishers would discover university-trained women and

study their psychology, terminal facilities for the book trade might be found that would bring books and their buyers close together.

We have in this country a large number of young women who have had the advantages of a college or university training. About 70,000 women are now undergraduate students in American institutions of higher learning. When they graduate, many of these women will face a period of unemployment. Of 1076 women who had graduated from Bryn Mawr in 1911, 27 per cent were married, 28.5 per cent were teaching, while 25.6 per cent were unmarried and without paid occupation.

College women are widely distributed, so that they are found in every city and considerable town in the United States. Their home connections make it desirable to remain in the localities where they were born; but in many cases there is nothing there for them to do, at least nothing which corresponds with their long academic preparation. Many of them belong to well-to-do families, and they generally command the respect and confidence of the public. When they first began coming home from the colleges they naturally went into teaching. The higher schools are now over-crowded with them; and teaching has not proved to be the open sesame to the larger life which many of them had hoped it would prove. In any case, that branch of work is greatly overcrowded and underpaid, with small chance for individual ability to make itself felt.

Some thirty years ago, the genetic theory of life brought public consciousness up to the point where it recognized the need for continuous education of all the people at all ages. It was seen that public libraries ought not to

be mere book depositories; circulation, not saving, became the motto. If the people would not come to the libraries, then the libraries must go to the people. To do this they must find new terminal facilities. But this demanded a great increase in libraries and a large number of intelligent librarians not bred in the old traditions. Mr. Melvil Dewey, and others, discovered the college-bred young woman, conveniently distributed, and lacking only technical knowledge to take up the work. In 1887, the Columbia College School for Library Economy was started, with a three months' course, and it gradually developed a curriculum fitted to the needs of the new librarians. The course was soon extended to two years and the school was removed to Albany, while new ones grew up in connection with such technical schools as Pratt and Drexel, or in connection with summer schools like Chautauqua.

Young women found in this work an attractive field for their energies; and their bookish habits made them quick students in the technical courses of preparation. Exact statistics are lacking, but granting that we have 5000 public libraries, there must be at least three or four times that number of women engaged in library work. But that field is now in turn overcrowded, and many of these women, because they can live at home and the work is attractive, are serving the public for nominal

salaries.

Still more recently, various fields of social service have been opened up in consequence of this same broadening social consciousness. Again, there has been a demand for trained workers, and the educated young women, conveniently distributed and many of them un-occupied, have been drafted into service. As in the case of the librarians, technical knowledge was needed, and so special schools of philanthropy and of social service-some of them affiliated with older institutions of learning-have sprung up. They are gradually perfecting a curriculum, and their graduates are taking places with state departments of charity or correction, the associated charities, public playgrounds, college settlements, and a score of other institutions that are shaping social service.

But here, again, the supply of young college women has proved inexhaustible, and pecuniary considerations have taken a secondary place. Many of the recruits are working for a nominal fee, or for nothing, and not infrequently the young woman who draws a fair wage in the published accounts turns a part or all of it back into the general treasury of

the charity.

These women under consideration have certain qualities that especially fit them to serve as the connecting link between publishers of books and their readers. As has been said, they are widely distributed in every town and city; they wish to remain at home; they have an intimate acquaintance with their communities, and they are esteemed. In addition to this, they all have a bookish habit of mind. They have had eight years in an elementary school, four years in a high school, and four in college. Sixteen years of daily association with

books and with abstract knowledge, in the impressionable years between six and twenty-two, must leave an impress upon any mind; the book habit must be at least begun in all these women.

Beyond this, such women have, almost always, a desire for social service. Brought up on abstract ideals, separated, in most cases, from the grind of daily work, at the marriageable age they instinctively desire to lose themselves in service. With the weakening of the older type of home they seek some new means of social connection through which they can influence the public life around them. And while they have not become sufficiently emancipated socially to break the home ties and go out and search for employment as easily as their brothers do, they still have a desire for economic independence. They at least feel that they should make some reasonable return to society for the food they eat and for the

clothes they wear.

And, meanwhile, the emancipated woman in all classes of society is facing grave difficulties in entering industrial life. We are all becoming conscious of woman's physical limitations, so ably presented in Mr. Louis D. Brandeis' brief in the Portland Laundry case, and public opinion will make it increasingly difficult for women to invade lines of work requiring long hours of standing and heavy lifting, such as mining, ironworking, and general transportation. The passage of special legislation limiting woman's working hours and debarring her from night work, such as has now been passed in a dozen States, will automatically remove her from many positions where she has formerly worked and where occasional overwork or night work is still thought necessary, or at least desirable. Agriculture and stock-raising will appeal to a limited number, and meanwhile the callings of teacher, librarian, and social worker are already over-supplied. What are educated young women going to do?

Why may they not establish bookstores in their own cities and towns in all parts of the country? Such stores would meet the need for a calling, and should yield a fair income. The wares are familiar to these women, who have at least a cultivated interest in them. Periodicals, music, photographs, and other art products could be added to the stock, and the desire for social service could be met naturally by making the store a center where people could meet, where they could examine books and periodicals while waiting, and where public opinion could be formed. The store might also sell tickets for concerts and lectures; and the right woman could exercise a large influence in directing the public taste in these

matters.

It is clear that such enterprises, as in the case of the librarians thirty years ago and of the more recent social workers, would have not only to furnish what the public needs, but would also have to educate the public to want what it needs. This would require skill and technical knowledge, exactly as in the case of the libraries and the social-service movement, and special schools would have to be developed to meet this need.

The young woman would have to know something about books as an industrial product, their paper, print, and binding. should be acquainted with the great publishing centers, organizations of publishers and booksellers, and the present machinery for book distribution. Catalogues and trade lists should be familiar tools to her. She should also know something of the lore of the bibliophile, concerning old editions, fine bindings, rare copies, and the like. It would be even more important for her to know the psychology of book-buyers and the art of selling; and she must be prepared to make an intensive study of the mental and social conditions of her community. Added to this, she must know something of bookkeeping, banking, and general business usage,

Something more than a beginning has already been made in this direction. In New York City, a committee of the Booksellers' League, under the chairmanship of Mr. B. W. Huebsch, has established the Booksellers' School; and for three winters it has held meetings in various bookstores. Lectures have been given on "The Making of a Book," "The Psychology of Salesmanship," and similar subjects; and sometimes these lectures have been accompanied by demonstrations. Mr. Huebsch is now conducting a course in bookselling at the West Side Y. M. C. A. in New York.

As publishers, Mr. Huebsch and his associates have been anxious to train salesmen, in the hope of meeting the problem of establishing connections with the buyers. In Philadelphia, Mrs. L. L. W. Wilson, in the Girls' Evening High School, offered a course in bookselling during the past session; and in Cleveland similar work is projected. In Germany, such schools are already well established. The Leipzig School for Booksellers was founded in 1852, and in 1913, 430 students were enrolled. In this country, such schools may well have a development similar to that

of the schools for librarians.

It is singular that in this work women have been so largely overlooked. There are a few women now in the business, some as successful proprietors, but most of them acting as buyers or clerks, mainly in the department stores. At a recent meeting of the Book-sellers' Association of Philadelphia, where this general subject was discussed, not a single woman was present, and there decided objection encouraging to to enter the bookselling women This is the more striking because in Philadelphia one of the best-informed and most capable booksellers is a woman, Miss Georgiana Hall, and many untrained women are now working at the book counters of the Philadelphia department stores. At the thirteenth annual convention of the American Booksellers' Association in New York, in 1913, while there were three hundred and fortythree members enrolled, there were only about a dozen women present. Possibly booksellers do not want women competing in their business. If so, this would make the conquest of the field more difficult; but, as in the case of teachers, librarians, and social workers, the women would win if they could offer superior preparation, numbers, and consequent willing-

ness to work for less money.

The most difficult factor still remains to be considered. How could all these small bookstores be financed? Most of these women whom we are considering possess little money, but they often belong to families that could put up a small capital, and, their reputations being good in their communities, they could float small loans more easily than men could float them in establishing similar industrial undertakings. Still this would not be enough; and probably this reason, together with the prejudice of young college women against commercialism, has so far prevented them from going into business on their own account. The steadily growing desire for economic in-dependence must inevitably break down this prejudice against direct money-making, and then the need for initial capital must be faced.

Of course, in the last analysis, the American public should be more interested than any individual or group in increasing book circulation; but it does not know its need. The publishers have the immediate need, and they know it; they are fairly well organized, and, if the solution here offered would give them a large buying public, they ought, simply as a matter of self-interest, to reconsider even old and well-established practices. At present they demand that the seller shall purchase outright the books he proposes to sell; and they look with profound suspicion on any proposal that he shall be allowed, under any circumstances, to return any part of his unsold stock.

The publisher selects the books to publish which he thinks will sell; then he sends his salesman to the bookseller and induces him to buy as many copies as possible. The bookseller must be guided largely by the reputation of the author and of the publisher, and by the statements of the salesman, who is naturally eager to turn in a large order. In no other commodity does the retailer buy with so little real knowledge of what he is buying as in the book trade. If the books do not sell in that particular community, then the dealer has them on his hands; and in no other business does the left-over remnant represent such depreciation in value as in books.

In a paper which attracted great attention at the thirteenth annual convention of the American Booksellers' Association, Mr. W. H. Arnold urged that the publisher should allow the return of unsold copies within a year, under certain conditions. He suggested that they might credit the dealers with the money they had paid for the copies, less ten per cent. The proposal aroused great opposition; but if the publisher cannot satisfactorily market his books under present conditions, then he must at some time consider other possibilities.

Mr. Arnold's proposal is a modification of the system already existing on the continent of Europe. There the returning of unsold copies works more easily than it would here, because so many French and German books are bound in paper, thus making the recovering of soiled books possible at very slight cost.

The plan could be further modified with us

so as not, to disturb seriously the publishers' present relations with the booksellers. The venture might, for instance, be made by arrangement with one or two publishing houses. This would limit the "on-sale" account; and would lessen the need for immediate capital. The young woman who had the books of one or two publishers on sale, with the privilege of return, might sell any others, either through dummies or simply through catalogues and general orders.

A further modification might be made by which the young women might have two possible ways of handling their stock. If they had capital enough to invest outright, they could receive the usual bookseller's discount of approximately thirty-three and one-third per cent; if the publisher bore the risk of returns and of damaged copies, then the retailer might receive a discount of something like

twenty per cent.

In order to succeed, however, the plan would require the hearty co-operation of the book publishers of the country. A store here and there would produce little effect. Every important city and town in the country should have its store; and if large numbers of young women are to make the necessary preparation, and take the risk of time and money involved, they must have the sympathy and support of

the publishing business.

The obvious objections to this plan seem easy to answer. To say that the dealer should know in advance whether he can sell a book is absurd. Even the publisher, who has carefully examined the manuscript and has had the advice of his critics, is never sure that a book will sell; and the retailer, having to cater to a smaller community and not knowing the books at first-hand, must expect to buy some stock that will not sell. The difficulty in settling author's royalties could certainly be adjusted. The objection that the books would be spoiled through shipment and exposure on the shelves has validity; but Mr. Arnold claims that several years' experience shows that an initial advance of four per cent. on the price charged the retailer, with the ten per cent penalty on returned volumes, would cover such losses, if reasonable precaution were exercised in stocking the retailer. Of course, annuals like "Who's Who" could be excepted from this arrangement, and other practical arrangements could be made.

If a book fails to sell in a particular locality, the one man in the country who ought to know where that book will sell, after a year's trial, is the publisher who brought it out, for he has presumably kept in contact with the public interest. The local dealer cannot seek an active market away from his own locality, but the publisher can. If the result were to make the publisher still more careful than he now is with regard to bringing out worthless books, that would be an end in itself desirable. If the publisher could establish vital relations with the book-buying public, he could certainly afford to take a fair amount of risk. As we have said, book buying is not, like bread buying, dictated by necessity. The public might stop buying books and still live comfortably;

on the other hand, the taste for reading one's own books might be vastly increased if we

could find a way.

This plan would not require the publishers to capitalize the terminal bookstores. The book would still be bought as at present, probably subject to a slight increase in initial price to the retailer. But the local store would be relieved from the burden of dead stock which now makes a steadily increasing investment of capital necessary and makes a very complex and difficult business problem for the retailer. Under this plan, the retailer would need only the capital to buy the initial stock, and she could not lose in a single year more than her rent, her time, and ten per cent of her investment, even if she did not sell a single volume.

Of course, the traveling salesman would have a new problem to meet. Instead of trying to sell stock, regardless of the ability of the retailer to dispose of it, he would face the task of selling just what the local market would demand. Instead of being tempted to exploit and ultimately to destroy his own terminal facilities, he would be driven to aid the local dealer with his knowledge of the books; and in the long run such treatment would serve the best interest of everyone concerned.

If some such system as this could be worked out, the capital required to stock a small store would not be greater than a woman of good reputation and standing in the community could hope to borrow; and if she could turn her capital once a year, and avoid dead stock, she ought to be able to make a financial suc-

cess of the venture.

The universal criticism raised to my plan at this point is that young college women have no financial skill and no interest in commercial Their whole tendency is to spend, and they are not only impatient of financial details, but incapable of mastering them. This is undoubtedly too true as matters stand at present. The most educated women in the community are probably doing less to create an intelligent public attitude toward property than any other equivalent group of people in our midst. Many of them look down with a kind of contempt upon the money-getting which makes their own spending possible. But it is a shame that it should be so, and we must recognize that the same criticism holds, though possibly in a less degree, with regard to many men who leave college.

But once in the business world, the young college man often makes a very quick adjustment. Is it not possible that the women possess the same aptitude, and that, having had special training in the bookselling schools, a part of which will have dealt with business training, they may show skill equal to that of their brothers? It is remarkable how well women's clubs are now handling their budgets; and some of them represent large sums. With nearly eight million wage-earning women in the country, there must be a growing commercial sense reaching over even to college

And many college women have already demonstrated their ability to carry on an independent business. In every modern city we have restaurants like the Green Dragon in Philadelphia and the Tally-ho in New York managed by women. In most of our smaller cities, voung women are conducting candy and pastry shops, flower stores, or toy stores like the Mariana Kindermarkt in Harrisburg, that yield an income which most men would accept with complacence. For years, in all of our city markets, women have tended stalls, where they have sold meat, butter, eggs, and vegetables, often with men acting as their assistants. Surely a college education does not destroy the executive qualities of a capable woman.

The critics must remember, too, that any one of these young women thinks herself able, when she marries, to handle her husband's income, or at least the part of it that goes into the household budget. Of course, she would have her husband's advice; but the young women we are considering would have no lack of good advisers among their friends. The women of America are spending the family funds; and there must be many young women who are as ready to begin a business life as

their brothers are.

Such an undertaking would demand sound business sense from the woman who wanted to balance her accounts with a profit. She would have to recognize that her business engagements must take precedence over everything else, and she would have to put in regular hours of service. If she hoped to run the store as an interesting money-making incident in her day's activity, depending on clerks to handle the details, she would be almost sure to fail. If she wanted to make her store into a reception-room or an art museum, she would do well to cut out the bookselling part. Flowers, polished tables, cosy corners, easy chairs, and an attractive color scheme might be good business, if kept in absolute subordination to bookselling. If they came to be an end in themselves the proprietor might build up a large calling acquaintance and spend a series of pleasant afternoons, but she would be in a bad way when she came to balance her accounts at the year's end.

In the meantime the opportunity which would be thus opened for young women of the college class would help in every way to settle the vexed question of such women's relation to the economic life of the community. At present they confuse all of our thinking; they often imagine they are doing something important when they are not; and they drive to despair the woman who must support herself, through the fact that they live partly on unearned incomes from their homes, and so are willing to work for impossible wages as teachers, librarians, or social workers. In selling books, they would be face to face with their balance-sheet; and while they might still live at home and demoralize the labor market, they would be in no doubt as to what they were really worth in the economic world.

And, on the other hand, it would give young women of ability and devotion a wide range of useful exercise for their talents. As industrial agents, they would be handling goods that

would make for larger intelligence and for social betterment. They could help individuals and the community at large. The work would be active and varied, but not too laborious; and they would be meeting men and women under conditions of freedom and security which might naturally lead to their largest possible life. Even if it did not, it would still be an interesting and useful life, independent of the caprice of directors, and admirably fitted for youth, middle age, and old age.

#### OBITUARY NOTES.

ABRAM DEBLAEY, bookseller and stationer of Albany, N. Y., died in that city on August 24. He was in his sixty-eighth year.

DR. GROSS A EXANDER, aged 63, editor of The Methodist Review and book editor of the Methodist Episcopal Church, South, died on September 6 at Long Beach, Cal. Dr. Alexander was a member of the committee that prepared the commemorative tercentenary edition of the authorized edition of the English Bible in 1911.



GEORGE EMERY LITTLEFIELD 1844-1915

George Emery Littlefield, old bookseller and authority on Americana, dropped dead of heart failure on September 4, while in an automobile on the polo grounds at the Myopia Hunt Club, at Hamilton, Mass. He was seventy-four years old. The announcement of Mr. Littlefield's death reached us but a few days after the announcement that he was to be associated with Goodspeed's Book Shop. Graduating from Harvard in 1866, he entered, two years later, the trade of antique book and curio dealer, a profession in which he had evinced great interest in his college days,

opening the shop at 67 Cornhill. Among the men who frequented his shop were James Russell Lowell, Oliver Wendell Holmes, Thomas Bailey Aldrich, and John Fiske. Mr. Littlefield became an authority upon historical Americana and genealogies, and assisted materially in the formation of several great libraries, among them being the historical societies of Maine, New Hampshire, Vermont and Western Reserve, the Northeastern Historic Genealogical Society, the Society of Colonial Wars of Massachusetts, the Somerville (Mass.) Historical Society, and was the United States member of the American Antiquarian Society. In addition to book collecting Mr. Littlefield found time to write a number of books: "Early Boston Booksellers," 1900; "Early Schools and School Books of New England," 1904; "Early Massachusetts Press" (2 v.), 1907; "Descriptive Catalogue of the Massachusetts Exhibit of Colonial Books at the Jamestown Exposition," 1907.

#### LITERARY AND TRADE NOTES.

Morgan P. Taylor, of G. P. Putnam's Sons. is just back from an extended fishing and motoring trip in Colorado.

"HAPPY DAYS," a humorous volume, by A. A. Milne, well known to readers of *Punch* and *Puck*, will be published by Doran on the eighteenth.

THIRTY-FIVE POEMS of "life and love," by Sara Beaumont Kennedy, have been gathered together and are to be published shortly by the Bobbs-Merrill Co. under the title, "One Wish."

"Chatterbox" may almost be called an institution among American children, and the publication of the 1915 "Chatterbox," yesterday, by the Page Co. means hours of delight for a great many young readers.

"Straight Down the Crooked Lane," by Bertha Runkle, author of "The Helmet of Navarre," will be published in the next few days by the Century Co. It is a novel of the Mexican border during the present period of "watchful waiting."

THE CHANGE OF THE TITLE OF Thornton W. Burgess' Bedtime Story-Books to Burgess Quaddies will probably only serve to increase the popularity of those amazing little "beasties," the "Quaddies," which have become so popular with the children of the country. Two new titles have just been published in this series—"The Adventures of Sammy Jay" and "The Adventures of Chatterer the Red Squirrel" (Little, Brown & Co.).

REVELL is announcing an unusually strong fall list, including: "Alaska Days with John Muir," by S. H. Young; "This New World of Ours," a review of the changing religious, social and scientific aspects of our world, by Hugh Black; "Introducing the American Spirit," by Edward A. Steiner; "Hal o' the Ironsides," a Cromwellian romance, by S. R. Crockett; and "A Baby of the Frontier," by Cyrus Townsend Brady.

THREE BOY'S STORIES are announced by Rand, McNally & Co.: "The White Captive," a tale of the Pontiac war, by R. Clyde Ford; "The

Last Ditch," a college story, with part of the action at the Panama Canal; and "Jacob, A Lad of Nazareth," a story of the boyhood companions of Jesus. A rapid-fire piece of fiction is also announced in "The Pirates of the Sky," a story of aeroplanes, bandits, earthquakes, volcanoes, love and other cataclysmic things.

No less than sixteen books will be published by Dodd, Mead & Co, on September 18. Prominent among them are a new George Barr McCutcheon romance, "Mr. Bingle"; "The Heart of Philura," by Florence Morse Kingsley; "Lawrence Clavering," by A. E. W. Mason; "The Real Argentine," by J. A. Hammerton; "The South Americans," by W. H. Koebel; and extremely interesting-looking critical studies of Shaw Maeterlinek and critical studies of Shaw, Maeterlinck, and Yeats.

Hurst & Co., whom, by the way, we failed to mention in a recent list of the publishers who are making Fourth Avenue, New York City, a new publishing district, are bringing out a long list of new juveniles this fall. Among these are: "At Boarding School with the Tucker Twins," a new book for girls by Nell Speed, author of the Molly Brown Series; "Across the Continent with Paul and Peggy, a fresh story dealing with those traveling twins; "The Daughter of a Soldier" and "Jill, the Irresistible," two new juveniles by Mrs. L. T. Meade, twelve of whose stories have already been published by Hurst; "Rex Kingdon at Walcott Hall"; "Molly Brown's Orchard Home," an addition to the Molly Brown Series; "Two American Boys with the Allied Armies," the first volume in a new series, the Great War Series, by Major Sherman Crockett; "The Ocean Wireless Boys of the Iceberg Patrol" and "The Ocean Wireless Boys and the Naval Code"; "The Boy Inventors' Radio Telephone"; "The Motor Cycle Chums Through Historic America"; "The Boy Aviators with the Air Raiders"; "Boy Scouts in the Great Flood"; "Boy Scouts of the Field Hospital"; "Boy Scouts with the Red Cross"; "Boy Scouts as County Fair Guides"; "Boy Scouts as Forest Fire Fighters"; nine new titles in their popular priced Alger series; six new painting and drawing books, the "Peter Rabbit," "Black Beauty," "Our Boys' and Girls'," "Our Little Ones," "The Night Before Christmas," and "Home Work for Kindergarten Children"; "Letters and Rhymes for Story Times," "The Three Bears," and "The Night Before Christmas," in the Peter Rabbit Series; "Stories Mother Tells Me"; and "Baby Days."

#### BUSINESS NOTES.

BLAINE, WASH.—J. D. Stage, bookseller, has filed a voluntary petition in bankruptcy.

Boone, IA.—The Lawrence Book Store has assigned.

Exeter, Cal.—J. A. Huffoker, bookseller and stationer, has filed a voluntary petition in

bankruptcy.

FORT DODGE, IA.—Merrill & Brown are successors to J. H. Waterman Co., books, stationery and office supplies.

GRAND JUNCTION, COL.-M. F. Fredericks, bookseller, has filed a voluntary petition in bankruptcy.

LOVELAND, COL.—R. F. Stewart has sold the Stewart Book Store to L. H. Skelly, late of San Diego, Cal.

NEW HAVEN, CONN.—Henry A. Beebe has been appointed temporary receiver of Beebe & Phillips, following an application for a receivership brought by Arthur V. Phillips. A hearing on the appointment of a permanent receiver and two appraisers was held on September 10.

NEW YORK CITY.—The Railway Periodicals Co. has incorporated to conduct a printing and publishing business, with a capital stock of \$75,000. The incorporators are L. M. Lydecker, S. A. Bates and F. W. Nolting.

NEW YORK CITY.—The Leslie-Judge Co. and The Christian Herald, which formerly conducted their own composing plants, the former at 225 Fifth Avenue and the latter in the Bible House, have sold out their composing outfits, and the Chas. Schweinler Press will handle the composition, printing and binding of these publications hereafter.

NEW YORK CITY.—The Encyclopædia Britannica Corporation has been incorporated at \$3,200,000 to take over the assets, property, and good-will of the Encyclopædia Britannica Company, organized under the laws of Illinois and of Great Britain. \$700,000 of the stock is 8 per cent. cumulative preferred and \$2,500,000 common stock. Incorporators are: Horace E. Hooper, Irwin Untermyer, John F. Patton, Charles C. Whitney, 120 West 32d St., Manhattan; Jacob Newman, Chicago, Ill.

PHILADELPHIA, PA.-Nicholas L. Brown, publisher and bookseller, has moved from the Pennsylvania Building to 1500 Widener Building, Chestnut and Juniper Sts.

St. Louis, Mo.-Dr. D. Dunham and Louis F. Abel have been appointed as guardians to take charge of the property of Philip Roeder, proprietor of the Philip Roeder Book & Stationery Co. Mr. Roeder, who is 69 years old, suffered a nervous breakdown last March, and his mind was affected, the court was informed.

SAN FRANCISCO, CAL.—The book department of the White House, on Sutter Street, has closed out its special department of foreign publications.

SAN FRANCISCO, CAL.—John J. Newbegin has opened a handsome new book store at 149 Grant Avenue. This is a very favorable location for a big book store.

WEISER, IDAHO.—The Weiser News Co. has purchased the Weiser Book Store from C. C. Givens.

#### AUCTION SALES.

SEPT. 16 AND 17 AT 10 A.M. AND 2 P.M. (Two sessions.) Catalogue: Americana, law books. (1648 lots.)—Libbie.

SEPT. 17 AT 10:30 A. M. AND 2:30 P. M. (Two sessions.) Catalogue: Americana and miscellaneous books (continuation of last sale). (No. 40; 610 lots.)—Heartman.

### Weekly Record of New Publications

The entry is transcribed from tille page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added. Where not specified the binding is cloth.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Ti. (32mo: 12½ cm.); Fe. (48mo: 10 cm.); Sq., obl., mar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Allen, Irving Ross. Personal efficiency, applied salesmanship, and sales administration. Chic., La Salle Exten. Univ. c. 9+315 p. il. forms 8° (Business administration) (with the course)

Anderton, H. Orsmond. Granville Bantock. N. Y., J: Lane. 9+155 p. il. pls. pors. facsim. fold. facsims. D (Living masters of music) \$1 n.

Biography of director of School of Music, Birming-ham and Midland Institute, and author of "Saul," "Vanity of vanities," and other musical compositions.

Ashley, R. Harman. Chemical calculations. N. Y., Van Nostrand. c. 9+276 p. il. D \$2 n. Corrected entry.

Austin, Mary Hunter [Mrs. Stafford W. Aus-The arrow-maker; a drama in three acts. Rev. ed. Bost., Houghton Mifflin. c.

'11-'15 12+168 p. D pap. 75 c. n.

Austrian, Delia. Ways of war and peace.

Larchmont, N. Y., Stanhope-Dodge Pub. c.
'14 207 p. 12° \$1.25

Bailey, Marian Eliz. [Mrs. E. G. Toy]. Boys' and girls' ask-at-home questions; with 19 il. and diagrams. N. Y., Stokes. c. 247 p.

pls. D \$1.25 n. Simple answers to such questions as children are continually asking about the world around them. These

questions have been actually put by real children. Baldwin, Eleanor. Money talks. Holyoke, Mass., Eliz. Towne Co. c. 49 p. 8° 25c.

Balmer, Edn. A wild goose chase; front. by Alb. Matzke. N. Y., Duffield. c. 296 p. D \$1.25 n.

Sherwood still considers herself engaged Margaret Margaret Sherwood still considers herself engaged to Eric Hedon, who has never returned from an ill-fated Arctic expedition. As time goes by, Prince Latham, a young man about town, who is in love with Margaret, tries to persuade her there is no hope of Eric's ultimate recovery. At last, Margaret promises to marry him if he will fit out a relief expedition to go into the Arctic and decide the question of her lover's fate. Latham does so, Margaret accompanying the search party. Hedon is found, and some disclosures in regard to the character of Latham justify Margaret's faith in her first love and ultimate decision.

Bible stories and poems; ed. by Wilbur F. Crafts, endorsed by Union Bible Selections Committee [Students' presentation ed.] Wash., D. C., Illustrated Bible Selections Commission. c. 397 p. il. (part col.) 8° \$1

Bindloss, Harold. Harding of Allenwood; with front. in color. N. Y., Stokes. c. 339

p. D \$1.30 n.

The new type of pioneer who goes armed with modern machinery against the wilderness, and gains—but that is the end. At the start, Craig Harding takes up land in Saskatchewan, next begins an aristocratic foxhunting colony and ranching on a large scale. Harding has to contend with the opposition of the people of Allenwood, but his level head and ready courage tell in the long run. D \$1.30 n.

Blaisdell, Alb. Franklin, and Ball, Fs. Kingsley. Heroic deeds of American sailors;

with il. by Fk. T. Merrill. Bost., Little, Brown. c. 7+182 p. il. pls. D 70 c. n.
Stories of the feats of "Old Ironsides," the destruction of "The Gaspee," Decatur burning "The Philadelphia," Cushing saving the fleets, and a dozen others, for boys and girls from nine to thirteen.

Bostwick, Arth. Elmore. The making of an American's library. Bost., Little, Brown. c.

+159 p. D \$1 n.

Object is to help the man or the woman who is a real reader to build up a library for real service, and not for show. Chapter titles are: Books as roommates; The art of browsing; A literary laboratory; The boy and the book; Recuperative bibliophily. Index. Author is librarian of the St. Louis Public Library.

Brady, Cyrus Townsend. A baby of the frontier. N. Y. and Chic., Revell. c. 286 p. il. 12° \$1.25 n.

Bullard, Frederic Lauriston. Tad and his father; with front. after a photograph by Brady. Bost., Little, Brown. c. 102 p. D 50 c. n.

Boyhood of Lincoln's son "Tad," written in story

Burgess, Thornton Waldo. The adventures of Chatterer, the red squirrel; with il. by Harrison Cady. Bost., Little, Brown, c. 6+120 p. pls. D (Bedtime story-books) 50 c. n.

The adventures of Sammy Jay; with il. by Harrison Cady. Bost., Little, Brown. c. 6+119 p. pls. D (Bedtime story-books)

50 c. n.

Burrell, D: De Forest. The gift; an idyll of Bethlehem. N. Y. and Chic., Revell.

32 p. 12° bds. 25 c. n.

Cammaerts, Emile. Belgian poems; chants patriotiques et autres poèmes; English translations by Tita Brand-Cammaerts; with a por. by Vernon Hill. N. Y., J: Lane. 182 p. D \$1.50 n.

Carey, Arth. Astor. The scout law in practice. Bost., Little, Brown. c. 14+171 p.

D 60 c. n.

Exposition of scout oath and law. Based upon talks to Sea Scouts during cruises of the scout ship "Pioneer." Backbone of book is insistence upon the priority of obligations of honor over the so-called law of

Chamberlain, Houston Stewart. The Wagnerian drama; an attempt to inspire a better appreciation of Wagner as a dramatic poet. N. Y., J: Lane. 8+240 p. D \$1.35

Respective functions of the eye, the ear and the intellect are discussed and the complete emancipation of the opera from the conventions of the Italian

school.

Cincinnati Museum Assn. Special exhibition of the work of Léon Bakst, April 6 to 28, 1914, Art Museum, Eden Park. [Cin., The association.] 19 p. 16°

Cody, Sherwin i. e. Alpheus Sherwin. How to deal with human nature in business; a practical book on doing business by correspondence, advertising, and salesmanship. [New ed.] N. Y., Funk & W. c. '04-'15 20+488 p. D \$2 n.

Cooper, Mrs. Eliz. Beaver. Living up to Billy. N. Y., Stokes. c. 202 p. col. front. D \$1 n.

in New York, tells her own story. Nan had a natural taste for goodness, but it was due to her baby nephew, Billy, that she kept straight and realized her fine possibilities. Her two strongest affections, her love for Billy and for her dancing brought her in the end to her own romance. In letters to a friend, Nancy Lane, a dancing girl

Crane, Fk., D.D. Just human. N. Y., J: Lane. c. 255 p. D \$1 n. Essays on: The courtesies of intimacy; Harmonies of our hidden selves; Style; Hidden love; The heart has no wrinkles; Good natures I have met, etc.

Crockett, S: Rutherford. Hal o' the Ironsides; a tale of the days of Cromwell. N. Y. and Chic., Revell. c. 330 p. 12°

Culler, Jos. Albertus. A text-book of general physics for college students: electricity, electromagnetic waves, and sound. Phil., Lippincott. c. '14 10+321 p. il. pls. diagrs. \$1.80 n.

Curzon, G: Nathaniel Curzon, 1st Earl of Kedleston, tr. War poems; and other translations. N. Y., J: Lane. 15+221 p. D \$1.50 n.

First seven poems are by the Belgian poet, Emile Cammaerts, and deal particularly with the Belgian phase of the war.

phase of the war.

Dixon, T: The foolish virgin; a romance of to-day; il. by Wa. Tittle. N. Y., Appleton. c. 352 p. pls. D \$1.35 n.

Mary Adams, a village beauty, well educated, for five years succeeds in earning a living in the city, yet she cannot be happy. Her ideal of life still demands mariage as its end. At last, quite unconventionally, she meets the man of her dreams and rushes into a marriage with him of whom she really knows nothing. During their honeymoon, Mary discovers that her husband is a burglar. She awakes from romantic dreams to find herself wedded for life to a moral leper determined to crush her soul into submission. Story carries us through her struggle to save the man she married and to mould aright their child's character.

Drake, Maurice. The coming back of Laurence Averil; il. [in col.] by A. W. Parsons.

N. Y., Clode. c. 305 p. D \$1.25 n.
When Laurence Averil learned that his father was a suicide and a swindler he shipped on a sailing vessel and soon made a reputation as a dare-devil seaman. Laurence accumulated some money, but he continued to go down morally until he came under the influence of Marion Stewart, a young English writer. Laurence's manliness appealed to her, and she succeeded in bringing his best qualities to the surface.

Elias, Edith L. In Victorian times; with some reference also to the times of William IV; short character-studies of the great figures of the period. Bost., Little, Brown. 240 p.

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W. a il. pls. (part col.) pors. D \$1.25 n.
Lives of William IV and Queen Victoria, together with character studies of Disraeli, Gladstone, Sir Robert Peel and others, including empire builders, ministers, philanthropists, and artists. Intended for children of twelve and upwards, as well as for older readers. Index.

Elliot, G: Fs. Scott. Prehistoric man and his story; a sketch of the history of mankind from the earliest times; with 64 il. and diagrs. Phil., Lippincott. 17—398 p. fold. tab. 8° \$2 n. 14 16+ Ervine, St. John G. Jane Clegg; a play in three acts. N. Y., Holt. c. 14 112 p. D 80 c. n.

Fage, A. The aeroplane; a concise scientific study. Phil., Lippincott. 136 p. il. 8° (Griffith's aeronautical ser.) \$2 n.

Foote, Mary Hallock. The valley road. Bost., Houghton Mifflin. c. 359 p. D \$1.35 n. Sketches the affectionate and humorous relations of Henry Scarth, a mining engineer, his wife, and their two children. Describes the San Francisco fire and Korea at the outbreak of the Russo-Japanese war, but the chief interest lies in the portrayal of family life and the development into healthy manhood and womanhood of the two children.

Fraprie, Fk. Roy, ed. Bost., Am. Photographic Pub. c. 72 p. D (Practical photography) 50 c.; pap. 25 c. Corrected entry.

Grant, Rob. The high priestess. N. Y., Scrib-

Grant, Rob. The high priestess. N. Y., Scribner. c. 530 p. D \$1.35 n.

Deals with the problem of the modern married woman who wishes a career for herself and at the same time well-brought-up children and perfect family life. Mary Randall attempted to solve it by introducing into her home her friend Sybil as a sort of glorified house mother, so that Mary might follow her career as landscape architect untrammeled. The Randalls' plan worked admirably until, in one of Mary's protracted business absences, her husband began to make love to Sybil. Mary, arriving inopportunely, discovered the situation and left her husband for a number of years. How Mary found a reconciliation consistent with her ideals makes a climax.

Green, Arth. G. The analysis of dyestuffs; and their identification in dyed and coloured materials, lake-pigments, foodstuffs, etc. Phil., Lippincott. 144 p. tabs. (Griffin's technological hand-books) \$3 n.

Grünwald, Julius. The raw materials for the enamel industry and their chemical technology; a treatise for manufacturers, chemists and enamel technologists; tr. by Herb. H. Hodgson; with 21 text illustrations Phil., Lippincott. '14 8+225 p. il. tabs. diagrs. 8° (Griffin's technological handbooks) \$2.75 n.

Guiterman, Arth. The laughing muse [verse]. N. Y., Harper. c. 246 p. front. \$1 n.

Hanshew, T: W. The riddle of the night; being the record of a singular adventure of that remarkable detective genius, Hamilton Cleek, the Man of the Forty Faces, once known to the police as the Vanishing Cracksman; il. by Gordon Grant. Garden City, N. Y., Doubleday, Page. c. 9+319 p. il. pls. D \$1.25 n.

Mr. Maverick Narkon, superintendent of Scotland Yard, discovers late at night the dead body of an unknown man. A mysterious series of figures and letters is scrawled upon the white short front of the victim. With the help of Ailsa Lorne and half-burned portions of a shoe-polish label, Cleek finally solves the mystery of the murder and of the mysterious figures.

Harben, W: Nathaniel [Will N., pseud.]. The inner law; a novel. N. Y., Harper. c. 398 p. front. D \$1.35 n.
Carter Crofton is a poet and visionary whom an uncle tries to save from a life of selfishness and worse by taking him away from the temptations of the city. Carter falls in love with a beautiful, but ignorant mountain girl whom he intends to marry, but he is called home by his father becoming insane. The girl and her mother flee from the scarddal which Carter left them to face. He makes a half-hearted attempt to

them, but never meets the girl again until in middle life a longing to see his native South brings him back from abroad. She spurns him, but at length their two destinies are worked out to a sympathetic conclusion.

Harrington, Vernon C. Browning studies. Bost., Badger. c. 9+391 p. (6½ p. bibl.) D (Studies in English literature) \$1.50 n.

Lectures first delivered at Oberlin College. Interprets all the so-called "abtruse" passages of Browning's works. Author is assistant professor of English in Middlebury College.

Harris, Corra May White [Mrs. Lundy Howard Harris]. The co-citizens; il. by Hanson Booth. Garden City, N. Y., Doubleday,

Page. c. 220 p. pls. \$1 n.
Sarah Mosely died and left most of the assets of
Jordantown, acquired through various mortgages, to a committee to advance the cause of universal suffrage. What Bob Sasnett, Judge Regis, Selah Adams and Mrs. Susan Walton, all residents in the town aforesaid, did with the funds makes a humorous story, not to be classified as campaign literature.

Hawkins, Anthony Hope [Anthony Hope, pseud.]. A young man's year; il. by C. H. Taffs. N. Y., Appleton. c. '14-'15 415 p. pls. D \$1.35 n.

pls. D \$1.35 n.

Arthur Lisle, a young lawyer, is attracted by Marie, the daughter of a French manufacturer, but his sentiment for her is checked very effectively by Mrs. Godfrey Lisle, his cousin's beautiful wife, whose marriage is most unhappy. She makes a great favorite of the hero, but she is really in love with a baronet, with whom she flees to South America. The household becomes readjusted to the new order of things caused by her absence and goes on under the management of Judith, a young cousin. Arthur invests in a theatrical venture and loses everything, but it proves to be not an unmixed misfortune. He settles down in the country with his cousin's family, and his romance with Judith develops.

Hill, Janet McKenzie [Mrs. B: M. Hill]. Canning, preserving and jelly making. Bost., Little, Brown. c. 9+189 p. il. pls. D \$1 n.

Recipes and directions incorporating the latest ideas for preserving fruits and making jellies.

Hobhouse, Leonard Trelawney. evolution; a study in comparative ethics. [New and rev. ed.] N. Y., Holt. 16+648 p. O \$3.25 n.

James, G: Wharton. The lake of the sky, Lake Tahoe, in the high Sierras of California and Nevada. Pasadena, Cal. [The author] c. 13+395 p. il. pls. (1 fold. map 8° \$2 Corrected entry.

Jewett, Louise Rogers. Masterpieces of painting; their qualities and meaning; an introductory study. Bost., Badger. c. 160 p. (10 p. bibl.) il. pls. D \$1 n.

Criticism and appreciation of masterpieces. The great masters considered are shown in relation to the age in which they lived, and a synthetic view is given of the characteristics and ideals of these centuries. Author is professor of art in Mount Holyoke College.

Julian, Julian. An introduction to town planning; with appendices on garden cities and garden suburbs, schedule of town-planning act, etc. Phil., Lippincott. 149 p. il. diagrs. plans 12° \$1.75 n.

Kelland, Clarence Budington. Mark Tidd in business. N. Y., Harper. c. 271 p. il. pls. D \$1 n.

Mark, the ingenious fat boy, turns his attention to business and proves a success in spite of his youth and of unfair competition. His three chums take hold of Smalley's Bazar when Plunk's father has to go to the hospital. Jehoshaphat P. Skip opens a five-and-

ten-cent store, and attempts to ruin the Bazar. Mark raises the money to pay off the mortgage which Skip holds on the Bazar, and the villain is outwitted.

Kemp, Ellwood Leitheiser. Methods for elementary and secondary schools. Phil., Lippincott. c. 311 p. 12° (Lippincott's educational ser.) \$1.25 n.

Kusel, Baron de [Selig Bey]. An Englishman's recollections of Egypt, 1863 to 1887; with an epilogue dealing with the present time, 1914; with 32 illustrations. N. Y., J: Lane. 14+352 p. pls. pors. fold. col. map O \$3 n.

Author went to Egypt in 1863 to join a mercantile firm, but later entered the customs and rose to be head of that department. His account of the Khedive Ismail is more favorable than that of most English writers about Egypt, and he is sympathetic about his downfall. He has come in contact with the leading men of modern Egypt. Index.

Lane, Anna Eichberg King [Mrs. John Lane]. Maria again; with a front. [in col.] by Lewis Baumer. N. Y., J: Lane. 237 p. D \$1 n.

Like "According to Maria," book deals with Maria's life and her social aspirations. Though she is now a middle-aged woman and the mother of a married daughter, Maria strives to preserve a youthful appearance and courts society as strenuously as ever. Her views on life and love and matters in general are unique.

Lewis, Harry Reynolds. Poultry keeping; an elementary treatise dealing with the successful management of poultry. Phil., Lippincott. c. 365 p. il. pls. (part col.) 12°

Lewis, Sinclair. The trail of the hawk; a comedy of the seriousness of life. N. Y., Harper. c. 408 p. front. D \$1.35 n.

Carl Ericson, son of a Minnesota carpenter, had adventurous blood and played many parts before he found himself. From college he was let loose without a degree because of his championship of a favorite professor. He drifted donward even to the bread line on New York's East side before he resolved to stick to his next job. Carl now began to make good, and in time became a famous aviator. An accident making this vocation no longer possible, Carl entered the motor business in New York. Here he met and won Ruth Winslow.

Lyons, A. Neil. Kitchener chaps. N. Y., J:

Lane. 5+222 p. S 50 c. n.
Humorous soldier stories, including; The mutiny of
Sludge Lane; Sar'nt Majaw; Private Blood; Why
Sidney joined; The Belgian officer.

McLaren, Jane Minerva, and Harvey, Edith Mary. Hänsel and Gretel; a play for little children adapted from the opera by Humperdinck; dramatized by Jane Minerva Mc-Laren and Edith Mary Harvey; with 8 il. from photographs. N. Y., Stokes. c. 44 p. pls. O \$1 n.

Three-act play following the story of opera in a simplified form easily remembered by children of ten and younger. Has parts for forty or more children, though it can be played with sixteen or fewer. Music, and directions for costuming and staging are given.

Márquez, Luis Cuervo, M.D. Geografia médica y patologia de Colombia; contribucion al estudio de las Enfermedades Inter-tropicales. N. Y. [Stechert] 219 p. fold. map O \$2.25 n.

Martines, Joan. Portolan atlas Joan Martines. en Messina, any 1582; fac-simile, with introd. by E: Luther Stevenson, N. Y. introd. by E: Luther Stevenson. [Hispanic Soc. of America] c. 41. + 5 col. charts in portfolio (Publications) \$12

Mason, Alfr. Bishop. Tom Strong, junior; a story of the young United States. N. Y., Holt. c. 13+344 p. il. pls. pors. facsim.

D \$1.25 n.
Story of the son of Tom Strong, hero of author's sarlier stories. Young Tom is introduced to many stirring scenes. The Clermont was built in his father's shipyard; he stumbles on the duel between Hamilton and Burr; he serves in the navy during the war of 1812; vainly helps defend Washington when it was burned; is the escort of Dolly Madison as she leaves the city; makes the trip to Pittsburgh and down the Ohio and Mississippi with dispatches for General Jackson at New Orleans.

Norris, Kathleen. The story of Julia Page; front. [in col.] by C. Allan Gilbert. Garden City, N. Y., Doubleday, Page. c. 429 p. D

\$1.35 n. What Julia Page saw of life and domestic relations in her none too congenial and obscure home in San Francisco made her skeptical. Yet she had the intuition to reshape her whole mental horizon to a new conception when she made a humiliating visit to the Toland family and began work in a neighborhood house. She determined to have the better things of life at any cost. Julia won in her battle of life, but the perfect peace of her married years was marred by early memories. early memories.

Ogden, Ruth [pseud. for Frances Otis Ogden Ide Mrs. C: W. Ide]. Little Pierre and big Peter; with 5 col. il. by Maria L. Kirk.

N. Y., Stokes. c. 367 p. pls. O \$1.35 n. Tells of the friendship between the little son of an Alpine guide and a famous American surgeon, and what came of it in the beautiful Alpine country around snow-crowned Mount Blanc. The friends had much sport in doing kindnesses, as well as climbing glaciers and mountains.

Oppenheim, E: Phillips. The way of these women; with il. by C. H. Taffs. Bost., Little, Brown. c. '13 357 p. pls. D \$1.35

n.
Sybil Cluley, an English actress and financée of Sir Jermyn Annerley, playright, comes to Annerley Court to look over his latest play. Sir Jermyn's cousin, Lucille de Sayers, is acting as hostess and chaperone. Lord Lackenham, a guest who appeared to have a knowledge of Sybil's past, is found murdered that night. Sybil and her fiancée each believe the other guilty, while Lucille takes advantage of the situation by giving Sir Jermyn choice of marriage with her or the disclosure of his fiancée's guilt. The marriage takes place, but later Lucille endeavors to make atonement.

Parker, Sir Gilbert i. e. Horatio Gilbert. The money master; being the curious history of Jean Jacques Barbille, his labours, his loves and his ladies; il. by André Cas-

his loves and his ladies; il. by André Castaigne. N. Y., Harper. c. '13-'15 359 p. pls. D \$1.35 n.

Jean Jacques Barbille, money master, returning to Canada from Europe, falls in love with Carmen, a Spanish woman. After a shipwreck in which she saves his life, he marries her. Jean Jacques is too much occupied with his business interests to give Carmen a passionate love and she forms a liaison with another. On discovery, she goes away alone. Her husband consoles himself with his cherished daughter, Zoé, but her choice in love is displeasing to him. Zoé elopes and business disaster descends on the money master, but he meets his troubles philosophically and at last Zoé comes back.

Perry, Montanye. Zerah; a tale of old Bethlehem. N. Y. and Cin., Abingdon Press. c. 106 p. il. pls. D 50 c. n.
Love story of Zerah and Ruth, with its oriental background and close connection with the birth and

life of Christ.

Phillips, Stephen. Armageddon; a modern epic drama in a prologue, series of scenes and an epilogue, written partly in prose and partly in verse. N. Y., J: Lane. c. 91 p. D \$1 n.

Phythian-Adams, W. J. Mithraism. Chic., Open Court. 11+95 p. il. pls. D 40 c.

Contents: Foreword; Mithras in Asia; Mithras in the Roman Empire; The followers of Mithras; The monuments and mythology of mithraism; The externals of mithraism; Message of mithraism.

Rankin, Carroll. Watson [Mrs. Ernest Rankin]. The cinder pond; il. by Ada C. Williamson. N. Y., Holt. c. 310 p. pls. D \$1.25 n.

\$1.25 n.
Jeanne's front door was the Cinder Pond, a bit of Lake Superior beside which a manufacturer had built a great dock. The factory was abandoned, and Jeanne's family and other squatters came to inhabit the shanties on the dock. One day Jeanne rescued Roger Fairchild from drowning in the pond, and her heroism, combined with a mystery, brought a great change into her life. change into her life.

Redwood, Sir Boverton, and Eastlake, Arth. W. Petroleum technologists's pocket-book. Phil., Lippincott. 454 p. il. col. pl. figs. maps 16° leath. \$3 n.

Roberts, Philip I. The three R's of rescue mission work. N. Y. and Chic., Revell. c. 63 p. 12° bds. 35 c. n.

Robinson, Will H. The man from yesterday. Bost., Roxburgh Pub. c. 358 p. il. pls. D \$1.50

Rodney McKane, brought up as the protegé of the foremost man of finance in the commonwealth, through the influence of his powerful patron, suddenly finds himself mayor of the chief city of the state, and at the beginning of his term is confronted by the fact that the interests of his benefactor and those of the city are decidedly at variance. The conflicting demands thus forced upon him make the story. The "heroine" is the niece of the financier, and her clear vision and steadfast loyalty are the greatest inspirations to the young official in his endeavor to play the tions to the young official in his endeavor to play the game squarely to the end.

Schaaf, E: Oswold. The art of player piano transcription. Newark, N. J., Baker Pr. [251 Market St.] c. 20 p. 8° \$1

Schraidt, Ferdinand F. Geometrical drawing; a collection of plates for practical use in elementary mechanical drawing. Francisco, Whitaker & Ray-Wiggin [770-776 Mission St.] c. 12+66 p. pls. diagrs. obl. T bds.

Shaw, Anna Howard, D.D., M.D. The story of a pioneer; with the collaboration of Eliz. Jordan; il. by photographs. N. Y., Harper.

C. 337 p. pls. pors. O \$2 n.
Author tells her life history as frontierswoman, school-teacher, preacher, lecturer, ordained minister, physician, worker among the poor—and president of the National American Woman's Suffrage Association. For the suffragist, this book is the official record of the work of the past quarter century.

Sherman, Clifford Leon. The dot circus

[verse]. Bost., Houghton Mifflin. c. no paging il. pls. Q \$1 n.
Each page contains numbered dots, an illustration and a jingle lacking the last word. To reproduce the picture and complete the verse, the child is to connect the numbers consecutively. the numbers consecutively.

Shilling, L: O. Love's mesenger; a book of poems for all loving hearts. Troy, O., Miami Union Pub. c. 270 p. il. mounted pls. pors. 8° \$2.50

Smith, Eliz., Thomasina [Mrs. Toulmin Smith, formerly Lillie Thomas Meade]. A band of mirth. Phil., Lippincott. '14 320 p. il. col. pls. 12° \$1.25 n.

Stacpoole, H: de Vere. The pearl fishers.

Stacpoole, H: de Vere. The pearl fishers. N. Y., J: Lane. c. 303 p. O \$1.30 n. Floyd, castaway sailor, son of an English clergyman, drifts to a coral island already occupied by two waifs from a previous wreck, a trader, Schumer, and a Kanaka girl, Isbel. They soon discover a lagoon rich in pearl shells. With the help of a cargo of Kanakas, who have mutined and killed their officers, they solve the problem of working the fisheries. The story of the strange life on the island follows, the ever-growing distrust of Floyd for his partner, Schumer, and his ever-increasing love for the Kanaka girl, Isbel. There is more than one fierce struggle for life, but in the end retribution is dealt out in the right quarter.

Stewart, Mary. A King among men; Christ's summons to the spirit of youth to found his kingdom. N. Y. and Chic., Revell. c. 128 p. 12° 50 c. n.

Stimpson, Mary Stoyell. The child's book of American biography; il. by Fk. T. Merrill. Bost., Little, Brown. c. 8+251 p. pls. D

Thumbnail sketches of Washington, Lincoln, Edison, Morse, and a score of other Americans. Designed for children from eight to thirteen.

Stone, Gilbert. Wales; her origins, struggles and later history, institutions and manners; with an introd. by Ellis J. Griffith. N. Y., Stokes. 36+545 p. il. pls. facsim. maps plans O (Great nations) \$2.50 n.

History of Wales from prehistoric times to the union, with information about the laws, literature and character of the Welsh. Index.

Strahan, Kay Cleaver. Peggy-Mary. N. Y., Duffield. c. 153 p. col. front. S \$1.25 n. How Peggy-Mary insisted on getting a stenographer's job in spite of the protestations of her father, the judge; how she fell in love with the mortarman who turned out to be somebody else; and how she dealt with the problems of married life.

Talbot, F: A. The oil conquest of the world Phil., Lippincott. '14 10+310 p. pls. pors. 8° (Conquests of science) \$1.50 n.

Tolstoi, Leo Nikolaievitch, Count. The death of Ivan Ilyitch; and other stories; a new translation from the Russian by Constance Garnett. Popular ed. N. Y., J: Lane. 362

p. D \$1.35 n.

Contents: The death of Ivan Ilyitch; Family happiness; Polikushka; Two hussars; The snowstorm; Three

Tomlinson, Paul G. In camp on Bass Island; what happened to four classmates on the St. Lawrence. N. Y., Scribner. c. 293 p. pls. D (Classmate ser.) \$1.25 n.

Account of the adventures in fishing, boating, and swimming of the same four boys who traveled to Labrador in "To the Land of the Caribou." Interest centers in the mystery of the hermit whose secret they tragically discover. Many of the events are actual experiences of real boys.

Travers, Jerome Dunstan., and Rice, Grant-land. The winning shot. Garden City, N. Y., Doubleday, Page. c. 12+258 p. il. pls. D \$1.25 n.

First-hand information on how Hilton, Vardon, Travis, Ouimet and Evans go about their work, on what the game's greatest stars have done, and how they do it. Tells of the wonders of golf psychology, and gives many inside tips and suggestions that will be of help to amateurs.

United States (The) and the war; President Wilson's notes on the Lusitania and Germany's reply; diplomatic correspondence between Germany, England and the United States on events preceding the sinking of the Lusitania, with decrees and incidents affecting American lives, property, rights in the war zone; a complete official record. Brooklyn, N. Y., Brooklyn Daily Eagle. 52 p. il. pors. map 8° (Eagle lib.)

U. S. Geological Survey. Map of Alaska. Scale 1:1,500,000. In 2 sheets 42 x 60. Wash.

D. C., Off. of Survey. pap.

Map of the Bering River coal field; showing distribution of the various kinds of coal, and location of the coal sections and coal samples described in Bulletin 335; by G. C. Martin and A. G. Madden. In sheet 35 x 45. Wash., D. C., Off. of the Survey

Topographical map of the United States.

Wash D C. Off, of Sur-

vey. pap. ea. 10 c.

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(2m.=1"); Priest Valley sheet (Fresno, Monterey and San Benito Cos.) (2m.=1"); San Francisco sheet (Alameda, Contra Costa, Marin, San Francisco Cos.)
(1m.=1"); Yosemite National Park sheet (Madera, Mariposa and Tuolumne Cos.) (2m.=1").

COLORADO: Mesa Verde National Park sheet (Montezuma Co.) (½m.=1").
OHIO: Waynesville sheet (Montgomery, Greene, and Warren Cos.) (Im.=1").
SOUTH DAKOTA: Spearfish sheet (Lawrence Co.) (Im.=1"); Sturgis sheet (Lawrence and Meade Cos.) (1m = 1'').

Updike, Estelle R. Tourbillon; or the king of the whirlwinds. N. Y. and Cin., Abingdon Press. c. 27 p. il. O bds. 35 c. n. Fairy story about a little boy's adventures with the Tourbillons.

Verrill, Alpheus Hyatt. In Morgan's wake. N. Y., Holt. c. 8+302 p. il. pls. map D \$1.35 n.

Two American boys with their uncle and an old sea captain take a yachting cruise from Cuba to Haiti, to the Dominican Republic, across to Trinidad, up the coast and through the Panama Canal. Their adventures include yachting, treasure and animal hunting, fishing, mysterious maps and characters.

Uncle Abner's legacy. N. Y., Holt. c. 4+243 p. il. pls. diagrs. O \$1.35 n.
Story of what happened to a city-bred brother and sister who inherited a farm. Everything that Tom and his sister did on this farm has been accomplished on actual farms by real boys and girls.

Walton's Vermont register; business directory, almanac and state year-book, 1916; with township, railroad and highway map. Rutland, Vt., Tuttle Co. 484 p. S 50 c.; pap. 25 c.

Wardlaw, Ja. "Mining," in a nutshell. Scottdale, Pa. [The author] 215 p. il. por.

Weidel, Jos. Anton. Weidel's instruction book for those using Weidel's combined tailor square and curves; a complete treatise on drafting ladies' and children's garments by the square and curves combined. [St. Louis, Weidel Ladies' Tailoring Coll. Co.] c. '14 159 p. il. diagrs. 4° \$5

Whipple, Wayne. The story of young George Washington. Phil., H. Altemus Co. [1326-1336 Vine St.] c. 203 p. il. col. pls. 12° 75 C.

Young, S. Hall, D.D. Alaska days with John Muir. N. Y. and Chic., Revell. c. 226 p. il. 12° \$1 n.

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